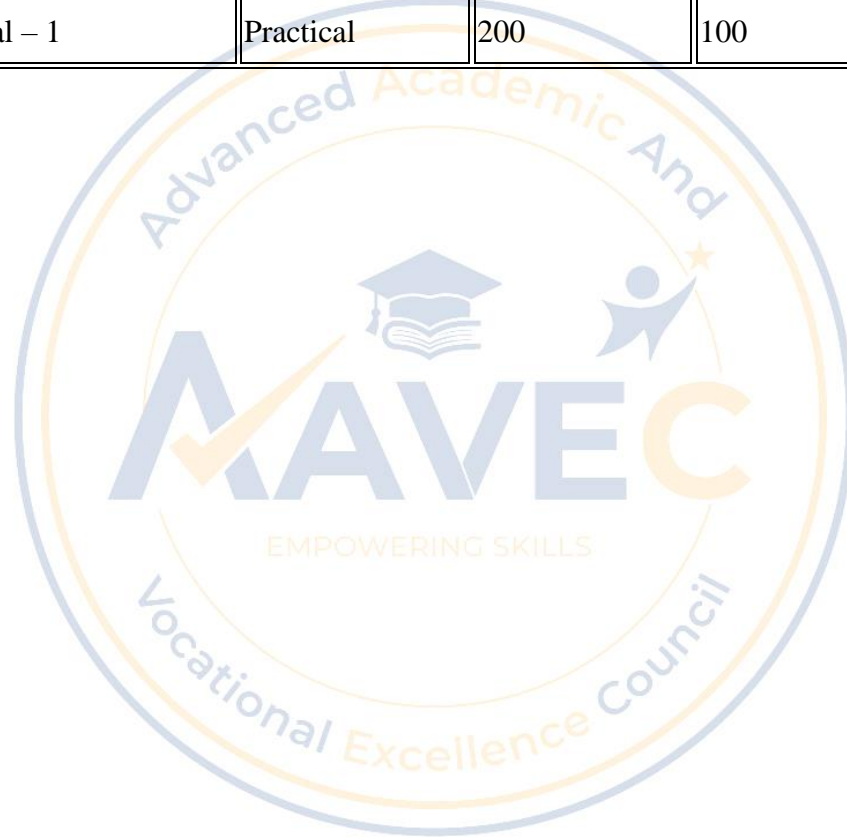


# Advance Diploma In Business Management

## FIRST SEMESTER

S.No	Name of the Paper	Subject Type	Total Marks	Minimum Marks
1	General English	Theory	100	40
2	Human Resources	Theory	100	40
3	Marketing Principles	Theory	100	40
4	Practical – 1	Practical	200	100



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## **SECTION – A**

### **GENERAL ENGLISH**

- English Language Process
- Techniques of learning process
- Scope of English
- Uses of learning English in our daily routine
- Grammatical mistakes & Correction

## **SECTION – B**

### **HUMAN RESOURCES**

- Meaning of Human Resources
- Types of Human Resources
- Responsibilities of Human Resources
- Explanation about HRM

## **SECTION – C**

### **MARKETING PRINCIPLES**

- What are the Marketing Principles?
- What are the 7 P's of marketing in order?
- What are the basic principles of marketing?
- How the principles of marketing can lead to success?

## **SECTION – D**

### **PRACTICAL – 1**

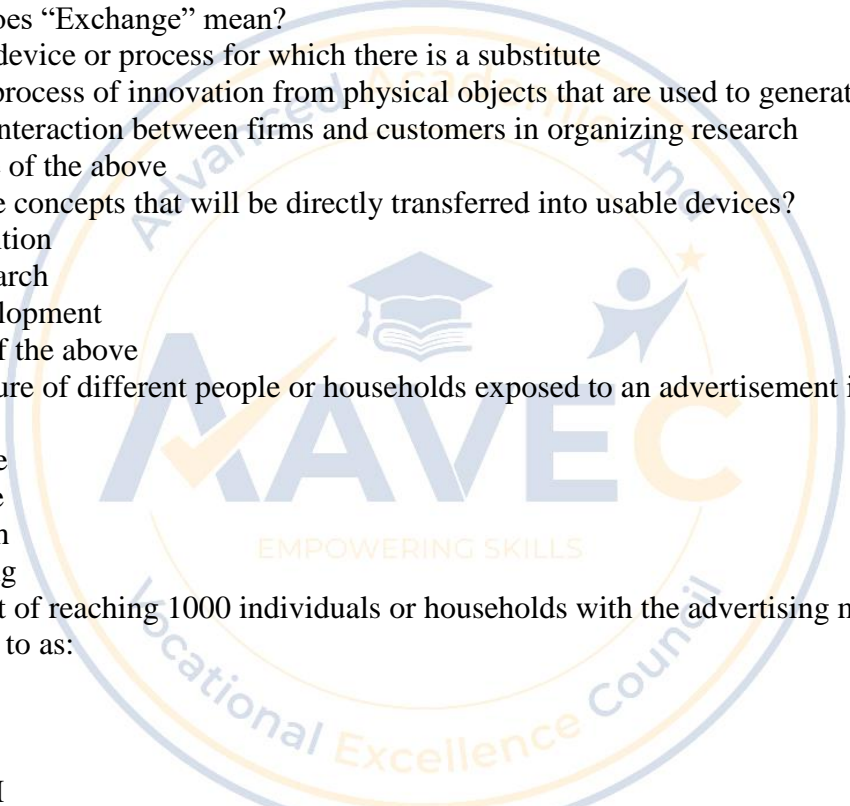
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## ASSIGNMENTS

TOTAL MARKS: 100

### Q.1 MCQs

(MM-20)

1. What are the two central concerns of marketing?
    - a) Satisfying market share and making profits
    - b) Holding costs and increasing profits
    - c) Finding customers and making profits
    - d) None of the above
  2. What does “Exchange” mean?
    - a) Any device or process for which there is a substitute
    - b) The process of innovation from physical objects that are used to generate value
    - c) The interaction between firms and customers in organizing research
    - d) None of the above
  3. How are concepts that will be directly transferred into usable devices?
    - a) Invention
    - b) Research
    - c) Development
    - d) All of the above
  4. The nature of different people or households exposed to an advertisement is referred to as:
    - a) Scope
    - b) Share
    - c) Reach
    - d) Rating
  5. The cost of reaching 1000 individuals or households with the advertising message is referred to as:
    - a) CPM
    - b) CPP
    - c) CPT
    - d) CHM
- 

### Q.2 FILL IN THE BLANKS

(MM-20)

1. Organizations that develop similar offerings, when grouped together, create a/an \_\_\_\_\_.
2. The marketing strategy of developing new products and selling them in new markets is referred to as \_\_\_\_\_.
3. Any word, device or combination of these used to distinguish a seller's goods or services is referred to as \_\_\_\_\_.

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4. In relationship marketing firms build \_\_\_\_\_ relationships.
5. The term “marketing mix” describes \_\_\_\_\_.
6. The “4 Ps” are associated with the ideas of the \_\_\_\_\_ mix and the \_\_\_\_\_ mix.
7. In public sector markets, the \_\_\_\_\_ is influenced by social regulations.
8. The concept of satisfying consumer needs in a socially responsible manner is called \_\_\_\_\_.
9. Price sensitivity refers to a situation where \_\_\_\_\_.
10. By conducting thorough business analysis, firms can measure risk and decide \_\_\_\_\_.

## Q.3 SHORT ANSWER TYPE QUESTIONS

(MM-20)

1. What is the difference between marketing strategy and marketing tactics?
2. How does marketing strategy work?
3. What is target marketing?
4. What is marketing strategy development?
5. What is market campaign?
6. What are major goals when implementing a marketing strategy?
7. What are the 4 P's of marketing?

## Q.4 LONG ANSWER TYPE QUESTIONS

(MM-20)

1. What is the difference between market research and advertising campaign?
2. What is global market networking? Explain.
3. What is the importance of using event technology?
4. Explain HRM basics.

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## SECOND SEMESTER

S.No	Name of the Paper	Subject Type	Total Marks	Minimum Marks
1	Business Communication	Theory	100	40
2	Business Economics	Theory	100	40
3	Financial Accounting	Theory	100	40
4	Practical – 2	Practical	200	100



# **Advance Diploma In Business Management**

## **SECTION – A**

### **BUSINESS COMMUNICATION**

- Meaning of business communication
- Types of communication
- 7 C's of Business Communication
- Reasons why Business Communication is Critical to Company's Success

## **SECTION – B**

### **BUSINESS ECONOMICS**

- Role of business economics
- Definition & its importance
- Types of business economics
- Need of business economics

## **SECTION – C**

### **FINANCIAL ACCOUNTING**

1. Define Financial Accounting with examples
2. Types of Accounting
3. Main purpose of Financial Accounting
4. Advantages & Disadvantages

## **SECTION – D**

### **PRACTICAL – 2**

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## ASSIGNMENTS

TOTAL MARKS: 100

### Q.1 MCQs

(MM-20)

1. Invisible hand theory is given by:
  - a) Lord Robbins
  - b) Samuelson
  - c) Marshall
  - d) Adam Smith
2. Economics is a science which deals with human wants and their:
  - a) Political
  - b) Natural
  - c) Scarcity
  - d) All
3. What is added in organizations when economic decisions are taken by:
  - a) Workers
  - b) Consumers
  - c) Government
  - d) Owners
4. Goods & services bought & sold in:
  - a) Product market
  - b) Factor market
  - c) Capital market
  - d) Money market
5. In product market money flows from:
  - a) Individual to firm
  - b) Firm to individual
6. In business economics, which are the inputs?
  - a) Business & households
  - b) Government & households
  - c) All of these
  - d) Natural resources
7. In factor market suppliers are:
  - a) Firms
  - b) Suppliers
  - c) Government
  - d) Households
8. In economics activities which are the outputs are:
  - a) Consumption
  - b) Investment
  - c) Saving
  - d) All of these

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9. The opportunity cost of a machine which can produce only one product is:
  - a) Infinite
  - b) Zero
  - c) High
  - d) Medium
10. The equilibrium mechanism of the market system is:
  - a) Profit effect
  - b) Price mechanism
  - c) Interest rate
  - d) Inflation

## Q.2 FILL IN THE BLANKS

(MM-20)

1. The fundamental problem of economic organization is \_\_\_\_\_.
2. As a normative science the ultimate concern is with \_\_\_\_\_.
3. Economics studies the relationship between \_\_\_\_\_ and \_\_\_\_\_.
4. The flow of demand creates the \_\_\_\_\_ relationship between \_\_\_\_\_ and \_\_\_\_\_.
5. The law of demand states that there is a/an \_\_\_\_\_ relationship between price and quantity demanded.
6. The greater the income, the greater will be the \_\_\_\_\_.
7. In economics, the central problem is \_\_\_\_\_.

## Q.3 SHORT ANSWER TYPE QUESTIONS

(MM-20)

1. What are the types of business economics?
2. Why do business decisions on communication?
3. What makes effective communication?
4. What are the barriers of communication?
5. What are the various types of marketing research?
6. What goods & services should be produced to meet consumer needs?

## Q.4 LONG ANSWER TYPE QUESTIONS

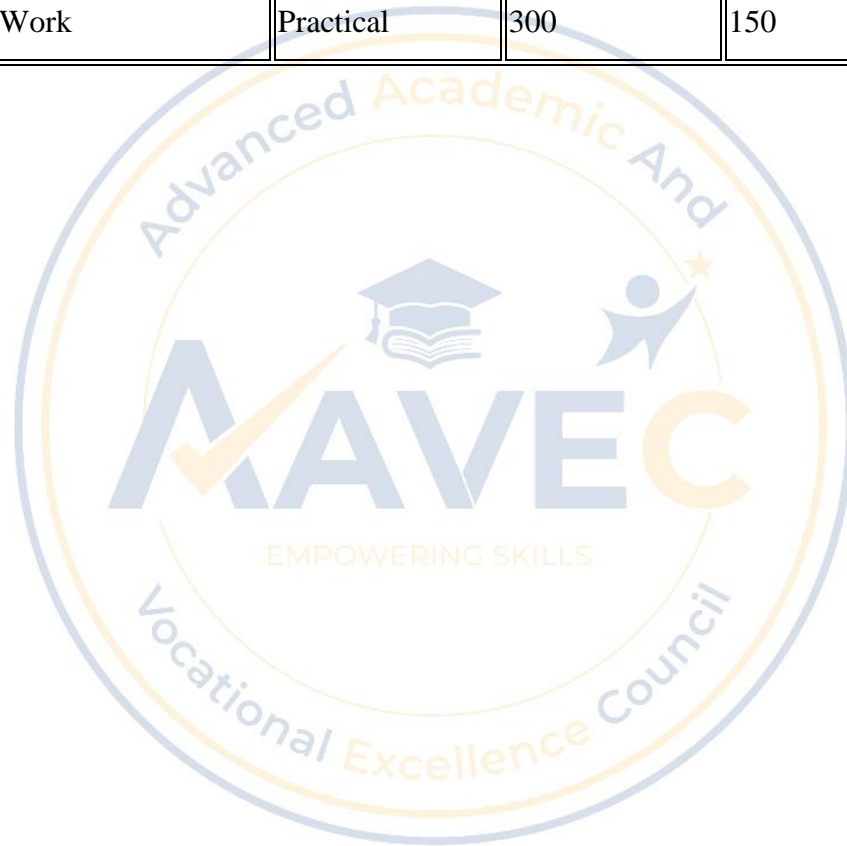
(MM-20)

1. Explain about business economics management.
2. Explain the different types of economics.
3. Give brief about PPF.
4. What are the most important traits to be a successful entrepreneur?

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## THIRD SEMESTER

S.No	Name of the Paper	Subject Type	Total Marks	Minimum Marks
1	Financial Accounting	Theory	300	120
2	Marketing Principles	Theory	300	120
3	Business Law & Policy	Theory	300	120
4	Project Work	Practical	300	150



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## **SECTION – A**

### **FINANCIAL ACCOUNTING – II**

1. What is accounting?
2. What is financial accounting?
3. Define accounting basics.
4. What is retained earnings?

## **SECTION – B**

### **MARKETING PRINCIPLES – II**

1. What are the 7 core principles of marketing?
2. Describe the various processes of marketing.
3. Explain the various elements of marketing mix.
4. Mention the objectives of Marketing Principles.

## **SECTION – C**

### **BUSINESS LAW & POLICY**

1. What are some topics on business law?
2. Who are the main participants in business?
3. What are the functions of business law?
4. What are the objectives of business law?

## **SECTION – D**

### **PROJECT WORK**

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## ASSIGNMENTS

TOTAL MARKS: 100

### Q.1 MCQs

(MM-20)

1. Setting prices for durable or semi-durable items is referred to as:
  - a) Cost-plus pricing
  - b) Odd-even pricing
  - c) Prestige pricing
  - d) Price lining
2. The number of different people or households exposed to an advertisement is referred to as:
  - a) Frequency
  - b) Reach
  - c) Contacts
  - d) Viewership
3. The cost of reaching 1000 individuals or households with the advertising message is known as:
  - a) CPM
  - b) CPP
  - c) CHM
  - d) CPT
4. The first objective in marketing is to discover consumer:
  - a) Delivery
  - b) Needs
  - c) Profits
  - d) Goods
5. Organizations that develop similar offerings, when grouped together, create a/an:
  - a) Industry
  - b) Market
  - c) Segment
  - d) Cluster
6. Markets in which firms compete with each other on the basis of:
  - a) Price
  - b) Product
  - c) Promotion
  - d) Place
7. The major force behind the growth of consumerism in marketing is:
  - a) Technology
  - b) Globalization

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- c) Social consciousness
- d) Awareness
- 8. A particular problem has little or no impact on marketing activities is:
  - a) Strategic
  - b) Operational
  - c) Tactical
  - d) Situational
- 9. Budgetary requirements are determined by:
  - a) Target market selection
  - b) Product planning
  - c) Marketing strategies
  - d) Research planning
- 10. The basic market share provides a measure of:
  - a) Company strength in the market
  - b) Product quality
  - c) Customer loyalty
  - d) Brand value

## Q.2 FILL IN THE BLANKS

(MM-20)

- 1. The basic concept of marketing is \_\_\_\_\_.
- 2. A product includes \_\_\_\_\_ benefits.
- 3. \_\_\_\_\_ is the point of sale.
- 4. \_\_\_\_\_ are charged to cover the cost of promotion mix.
- 5. All the groups within a company are called the \_\_\_\_\_.

## Q.3 SHORT ANSWER TYPE QUESTIONS

(MM-20)

- 1. What is marketing?
- 2. What is selling?
- 3. What are marketing principles?
- 4. Describe the 7 P's of marketing.
- 5. Expand VDM.
- 6. What do you mean by channel of distribution?
- 7. Bring out the difference between advertising and salesmanship.

## Q.4 LONG ANSWER TYPE QUESTIONS

(MM-20)

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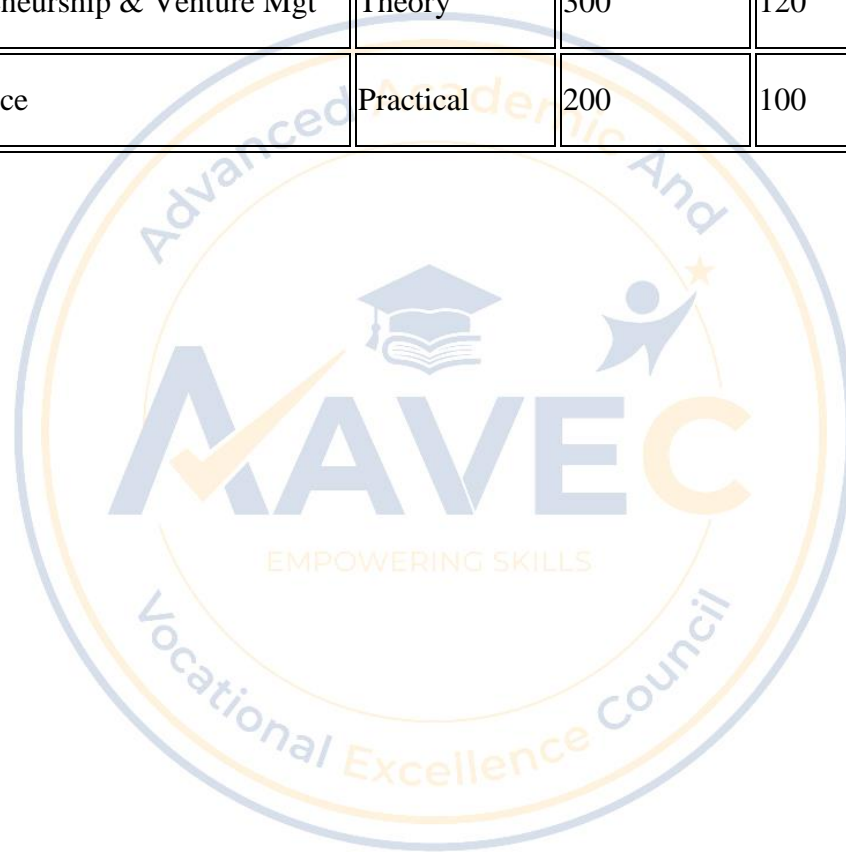
1. Marketing activities often pass through three stages. List and briefly describe each of these stages.
2. Explain about marketing mix.
3. Explain the different stages of PLC.
4. Explain the qualities of a successful salesman.



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## FOURTH SEMESTER

S.No	Name of the Paper	Subject Type	Total Marks	Minimum Marks
1	Business Economics – II	Theory	300	120
2	Personal Development Planning	Theory	300	120
3	Entrepreneurship & Venture Mgt	Theory	300	120
4	Viva Voce	Practical	200	100



# **Advance Diploma In Business Management**

## **SECTION – A**

### **BUSINESS ECONOMICS – II**

1. Definition of Business Economics – II
2. What is the scope of Business Economics?
3. What are the objectives of Business Economics?

## **SECTION – B**

### **PERSONAL DEVELOPMENT PLANNING**

1. What is personal PDP?
2. What are the main types of PDP?
3. What is the purpose & benefits of PDP?
4. How can you measure the progress of PDP?

## **SECTION – C**

### **ENTREPRENEURSHIP & VENTURE MANAGEMENT**

1. What is entrepreneurship?
2. Who is an entrepreneur?
3. Characteristics of an entrepreneur
4. Role of entrepreneurship in economic development

## **SECTION – D**

### **VIVA VOCE**

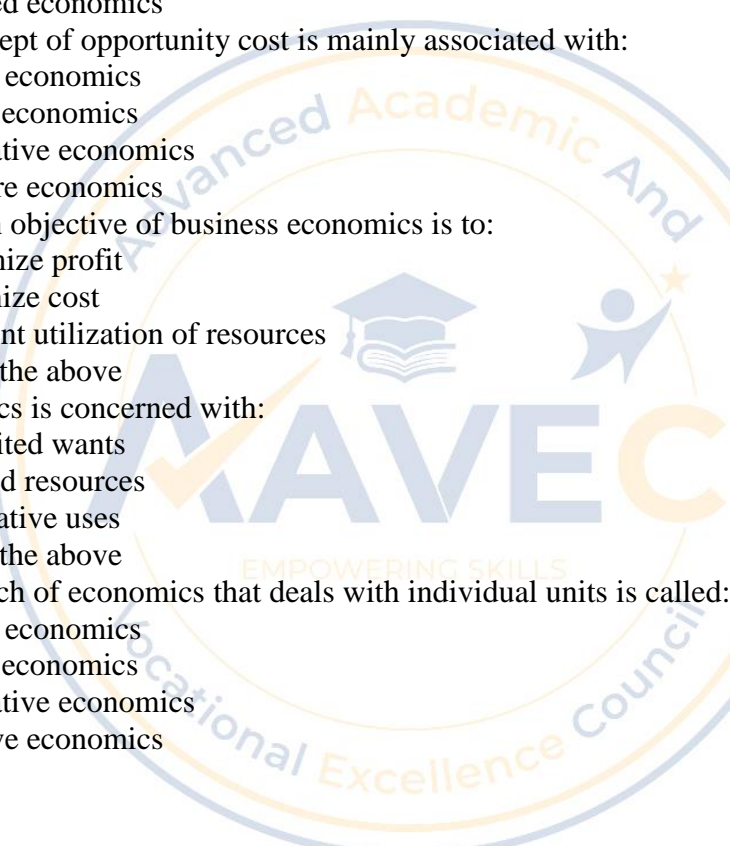
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## ASSIGNMENTS

TOTAL MARKS: 100

### Q.1 MCQs

(MM-20)

1. Business economics is also known as:
    - a) Managerial economics
    - b) Micro economics
    - c) Macro economics
    - d) Applied economics
  2. The concept of opportunity cost is mainly associated with:
    - a) Macro economics
    - b) Micro economics
    - c) Normative economics
    - d) Welfare economics
  3. The main objective of business economics is to:
    - a) Maximize profit
    - b) Minimize cost
    - c) Efficient utilization of resources
    - d) All of the above
  4. Economics is concerned with:
    - a) Unlimited wants
    - b) Limited resources
    - c) Alternative uses
    - d) All of the above
  5. The branch of economics that deals with individual units is called:
    - a) Macro economics
    - b) Micro economics
    - c) Normative economics
    - d) Positive economics
  6. Personal Development Planning mainly focuses on:
    - a) Career growth
    - b) Personal growth
    - c) Skill enhancement
    - d) All of the above
  7. PDP helps in:
    - a) Self-assessment
    - b) Goal setting
    - c) Performance improvement
    - d) All of the above
- 

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8. Entrepreneurship is the process of:
  - a) Managing business
  - b) Identifying opportunities
  - c) Organizing resources
  - d) All of the above
9. An entrepreneur is a person who:
  - a) Takes risk
  - b) Innovates
  - c) Organizes business
  - d) All of the above
10. Venture capital is provided for:
  - a) Small business
  - b) New ventures
  - c) Expansion
  - d) All of the above

## Q.2 FILL IN THE BLANKS

(MM-20)

1. Business economics deals with \_\_\_\_\_ problems.
2. Scarcity of resources leads to \_\_\_\_\_.
3. The cost of next best alternative is called \_\_\_\_\_.
4. PDP stands for \_\_\_\_\_.
5. An entrepreneur combines \_\_\_\_\_ of production.

## Q.3 SHORT ANSWER TYPE QUESTIONS

(MM-20)

1. Define business economics.
2. What is micro economics?
3. What is macro economics?
4. What is personal development planning?
5. What are the objectives of PDP?
6. Who is an entrepreneur?

## Q.4 LONG ANSWER TYPE QUESTIONS

(MM-20)

1. Explain the scope of business economics.
2. Explain the importance of PDP.
3. Explain the role of entrepreneur in economic development.
4. Explain venture management.